LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD#2097-A3--REQ. #M50998--"Mascara"--PAGE: 4/C BLD (10 ¼" x 12 ½")--INTERVIEW-1997

Why do we apply mascara at 55 mph? Because we can.

VIRGINIA SLIMS

It's a *woman* thing.

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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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